



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Medicare & Medicaid Services

[CMS-7069-N]

Request for Nominations and Announcement of the Advisory Panel on Outreach and Education (APOE) Virtual Meeting

AGENCY: Centers for Medicare & Medicaid Services (CMS), Health and Human Services (HHS).

ACTION: Notice.

SUMMARY: This notice invites all interested parties to submit nominations to fill vacancies on the Advisory Panel on Outreach and Education (APOE). This notice also announces the next meeting of the APOE (the Panel) in accordance with the Federal Advisory Committee Act. The Panel advises and makes recommendations to the Secretary of the U.S. Department of Health and Human Services (HHS) (the Secretary) and the Administrator of the Centers for Medicare & Medicaid Services (CMS) on opportunities to enhance the effectiveness of consumer education strategies concerning the Health Insurance Marketplace®, Medicare, Medicaid, and the Children's Health Insurance Program (CHIP). This meeting is open to the public.

DATES: *Meeting date:* Thursday, February 9, 2023 from 12 p.m. to 5 p.m. eastern time (e.t.).

Deadline for meeting registration, presentations, special accommodations, and comments: Thursday, February 2, 2023, 5 p.m. (e.t.).

Deadline for submitting nominations: Nominations will be considered if we receive them at the appropriate address, provided in the **ADDRESSES** section of this notice, no later than 5 p.m., (e.t.) on February 24, 2023.

ADDRESSES: *Meeting location:* Virtual. All those who RSVP will receive the link to attend.

Nominations, presentations, and written comments: Nominations, presentations and written comments should be submitted to: Walt Gutowski or Lisa Carr, Designated Federal Official (DFO), Office of Communications, Centers for Medicare & Medicaid Services, 200 Independence Avenue, SW, Mailstop 325G HHH, Washington, DC 20201, 202-690-5742, or via e-mail at APOE@cms.hhs.gov.

Registration: Persons wishing to attend this meeting must register at the website https://zoom.us/webinar/register/WN_JM5NRcwRSI6_6lkFVoON-g or by contacting the DFO listed in the **FOR FURTHER INFORMATION CONTACT** section of this notice, by the date listed in the "DATES" section of this notice. Individuals requiring sign language interpretation or other special accommodations should contact the DFO at the address listed in this section of this notice by the date listed in the **DATES** section of this notice.

FOR FURTHER INFORMATION CONTACT: Walt Gutowski or Lisa Carr, Designated Federal Official, Office of Communications, 200 Independence Avenue, SW, Mailstop 325G HHH, Washington, DC 20201, 202-690-6003, or via e-mail at APOE@cms.hhs.gov.

Additional information about the APOE is available at:

<https://www.cms.gov/Regulations-and-Guidance/Guidance/FACA/APOE>. Press inquiries are handled through the CMS Press Office at (202) 690-6145.

SUPPLEMENTARY INFORMATION:

I. Background and Charter Renewal Information

A. Background

The Advisory Panel for Outreach and Education (APOE) (the Panel) is governed by the provisions of the Federal Advisory Committee Act (FACA) (Pub. L. 92-463), as

amended (5 U.S.C. Appendix 2), which sets forth standards for the formation and use of federal advisory committees. The Panel is authorized by section 1114(f) of the Social Security Act (the Act) (42 U.S.C. 1314(f)) and section 222 of the Public Health Service Act (42 U.S.C. 217a).

The Panel was first chartered in 1999 to advise and make recommendations to the Secretary of the U.S. Department of Health and Human Services (the Department) and the Administrator of the Centers for Medicare & Medicaid Services (CMS) on the effective implementation of national Medicare, Medicaid, Children's Health Insurance Program (CHIP) and Health Insurance Marketplace outreach and education programs.

The APOE has focused on a variety of laws, including the Medicare Modernization Act of 2003 (Pub. L. 108-173), and the Affordable Care Act (Patient Protection and Affordable Care Act, (Pub. L. 111-148) and Health Care and Education Reconciliation Act of 2010 (Pub. L. 111-152)).

The APOE helps the Department determine the best communication channels and tactics for various programs and priorities, as well as new rules and legislation. In the coming years, we anticipate the American Rescue Plan, the Inflation Reduction Act, and the SUPPORT Act will be some of many of the topics the Panel will discuss. The Panel will provide feedback to CMS staff on outreach and education strategies, communication tools and messages and how to best reach minority, vulnerable and Limited English Proficiency populations.

B. Charter Renewal

The Panel's charter was renewed on January 19, 2023, and will terminate on January 19, 2025, unless renewed by appropriate action. The Charter can be found at <https://www.cms.gov/regulations-and-guidance/guidance/faca/apoe>.

In accordance with the renewed charter, the APOE will advise the Secretary and the CMS Administrator concerning optimal strategies for the following:

- Developing and implementing education and outreach programs for individuals enrolled in, or eligible for, Medicare, Medicaid, the CHIP, and coverage available through the Health Insurance Marketplace® and other CMS programs.

- Enhancing the federal government's effectiveness in informing Medicare, Medicaid, CHIP, or the Health Insurance Marketplace® consumers, issuers, providers, and stakeholders, pursuant to education and outreach programs of issues regarding these programs, including the appropriate use of public-private partnerships to leverage the resources of the private sector in educating beneficiaries, providers, partners and stakeholders.

- Expanding outreach to minority and underserved communities, including racial and ethnic minorities, in the context of Medicare, Medicaid, CHIP, and the Health Insurance Marketplace® education programs and other CMS programs as designated.

- Assembling and sharing an information base of "best practices" for helping consumers evaluate health coverage options.

- Building and leveraging existing community infrastructures for information, counseling, and assistance.

- Drawing the program link between outreach and education, promoting consumer understanding of health care coverage choices, and facilitating consumer selection/enrollment, which in turn support the overarching goal of improved access to quality care, including prevention services, envisioned under the Affordable Care Act.

The current members of the Panel as of September 15, 2022, are as follows:

- Julie Carter, Senior Federal Policy Associate, Medicare Rights Center.
- Scott Ferguson, Psychotherapist, Scott Ferguson Psychotherapy.
- Jean-Venable Robertson Goode, Professor, Department of Pharmacotherapy and Outcomes Science, School of Pharmacy, Virginia Commonwealth University.
- Ted Henson, Director of Health Center Performance and Innovation, National

Association of Community Health Centers.

- Joan Ilardo, Director of Research Initiatives, Michigan State University,

College of Human Medicine.

- Lydia Isaac, Vice President for Health Equity and Policy, National Urban

League

- Daisy Kim, Policy Manager, Asian & Pacific Islander American Health Forum.

- Cheri Lattimer, Executive Director, National Transitions of Care Coalition.

● Erin Loubier, Senior Director for Health and Legal Integration and Payment
innovation, Whitman-Walker Health

- Cori McMahon, Behavioral Medicine Psychologist, Cooper University

Hospital.

- Alan Meade, Director of Rehabilitation Services, Holston Medical Group.

- Neil Meltzer, President and CEO, LifeBridge Health.

● Michael Minor, National Director, H.O.P.E. HHS Partnership, National Baptist
Convention USA, Incorporated.

- Jina Ragland, Associate State Director of Advocacy and Outreach, AARP

Nebraska.

- Morgan Reed, Executive Director, Association for Competitive Technology.

- Carrie Rogers, Associate Director, Community Catalyst.

● Margot Savoy, Senior Vice President, American Academy of Family
Physicians.

- Congresswoman Allyson Schwartz, Senior Advisor, FTI Consulting.

- Matthew Snider, JD, Senior Policy Analyst, Unidos US.

● Tia Whitaker, Statewide Director, Outreach and Enrollment, Pennsylvania
Association of Community Health Centers.

II. Request for Nominations

The APOE shall consist of no more than 20 members. The Chair shall either be appointed from among the 20 members, or a Federal official will be designated to serve as the Chair. The charter requires that meetings shall be held up to four times per year. Members will be expected to attend all meetings. The members and the Chair shall be selected from authorities knowledgeable in one or more of the following fields:

- Senior citizen advocacy
- Outreach to minority and underserved communities
- Health communications
- Disease-related health advocacy
- Disability policy and access
- Health economics research
- Behavioral health
- Health insurers and plans
- Health IT
- Social media
- Direct patient care
- Labor and retirement

Representatives of the general public may also serve on the APOE.

This notice also requests nominations for 14 individuals to serve on the APOE to fill vacancies that will become available later in 2023. This notice is an invitation to interested organizations or individuals to submit their nominations for membership (no self-nominations will be accepted). The CMS Administrator will appoint new members to the APOE from among those candidates determined to have the expertise required to meet specific agency needs, and in a manner to ensure an appropriate balance of membership. We have an interest in ensuring that the interests of all genders, members of all racial and ethnic groups, and disabled individuals are adequately represented on the

APOE. Therefore, we encourage nominations of qualified candidates who can represent these interests. Any interested organization or person may nominate one or more qualified persons.

Each nomination must include a letter stating that the nominee has expressed a willingness to serve as a Panel member and must be accompanied by a curricula vitae and a brief biographical summary of the nominee's experience.

We are requesting that all submitted curricula vitae include the following:

- Date of birth
- Place of birth
- Title and current position
- Professional affiliation(s)
- Home and business addresses
- Telephone and fax numbers
- Email address
- Areas of expertise

Phone interviews of nominees may also be requested after review of the nominations.

In order to permit an evaluation of possible sources of conflict of interest, potential candidates will be asked to provide detailed information concerning such matters as financial holdings, consultancies, and research grants or contracts.

Members are invited to serve for 2-year terms, contingent upon the renewal of the APOE by appropriate action prior to its termination. A member may serve after the expiration of that member's term until a successor takes office. Any member appointed to fill a vacancy for an unexpired term shall be appointed for the remainder of that term.

III. Meeting Format and Agenda

In accordance with section 10(a) of the FACA, this notice announces a meeting of the APOE. The agenda for the February 9, 2023 meeting will include the following:

- Welcome and opening remarks from CMS leadership
- Recap of the previous (September 15, 2022) meeting
- Presentations on CMS programs, initiatives, and priorities; discussion of panel recommendations
- An opportunity for public comment
- Meeting adjourned

Individuals or organizations that wish to make a 5-minute oral presentation on an agenda topic should submit a written copy of the oral presentation to the DFO at the address listed in the "ADDRESSES" section of this notice by the date listed in the "DATES" section of this notice. The number of oral presentations may be limited by the time available. Individuals not wishing to make an oral presentation may submit written comments to the DFO at the address listed in the "ADDRESSES" section of this notice by the date listed in the "DATES" section of this notice.

IV. Meeting Participation

The meeting is open to the public, but attendance is limited to registered participants. Persons wishing to attend this meeting must register at the website https://zoom.us/webinar/register/WN_JM5NRcwRSI6_6lkFVoON-g or contact the DFO at the address or number listed in the **FOR FURTHER INFORMATION CONTACT** section of this notice by the date specified in the **DATES** section of this notice. This meeting will be held virtually. Individuals who are not registered in advance will be unable to attend the meeting.

V. Collection of Information

This document does not impose information collection requirements, that is, reporting, recordkeeping, or third-party disclosure requirements. Consequently, there is no need for review by the Office of Management and Budget under the authority of the Paperwork Reduction Act of 1995 (44 U.S.C. Chapter 35).

The Administrator of the Centers for Medicare & Medicaid Services (CMS),
Chiquita Brooks-LaSure, having reviewed and approved this document, authorizes
Lynette Wilson, who is the Federal Register Liaison, to electronically sign this document
for purposes of publication in the **Federal Register**.

Dated: January 25, 2023.

Lynette Wilson,
*Federal Register Liaison,
Centers for Medicare & Medicaid Services.*

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